BRITISH COLUMBIA RESIDENT TRAVEL - SUMMER 1991

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B.C. RESIDENT TRAVEL - SUMMER 1991

Introduction

The market for travel generated by residents of British Columbia is substantial. In 1989, British Columbia residents spent an estimated total of $6.6 billion on 22.3 million overnight trips taken both inside and outside the province. To date, it is estimated that British Columbia residents travelling within the province comprise more than 67% of the visitor volume and over one-half (52%) of visitor revenues generated through tourism related expenditures. As such, residents are by far the largest and most important segment of British Columbia's tourism market.

During the summer of 1991, the Ministry of Tourism conducted a study to investigate the pleasure travel patterns of British Columbia residents to destinations both inside and outside the province. This study was undertaken during the months of June, July and August, up to and including the Labour Day long weekend. Future pleasure travel intentions of British Columbians were also examined for the three-month period following the Labour Day long weekend.

The primary objective of this study was to profile British Columbia resident pleasure travel patterns during the summer, and to also gain insight regarding travel intentions of British Columbians during the fall season.

A. TRAVEL ACTIVITY

1. Frequency of Summer Travel in British Columbia

Just over one-third (34%) of British Columbia adult residents did not take any trips in the summer of 1991[1]. The overall average number of trips taken by adult British Columbia residents for this period is 1.9 trips each. The majority of trips were tourist vacations. Of the average of 1.9 total trips per adult resident, 1.4 were trips taken for pleasure or personal reasons.

Residents of Southwestern British Columbia are much less likely to have taken any trips for pleasure or personal reasons; 45% of these residents took no trips during the summer period. Residents under the age of 55 years and those from family and higher income households were the most active vacation travellers.

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[1]Throughout this report, trips taken during the summer period refer to trips which ended in June, July and August, including the Labour Day weekend.

Table 1
Frequency of Summer Travel by B.C. Residents

Number of Trips	% Overnight	%
One or more	65	58
One or Two	41	40
Three or Four	16	13
Five or more	8	5
No Trips	34	41
Don't Know	1	1
Mean	1.9	1.4
Total (Actual) Number of Trips	1,207	1,207

2. Regional Origin of Summer Travellers

Around one-half (52%) of the summer pleasure travel originates from residents in Southwestern British Columbia. Given the adult population of this area, this is not surprising. Next to this, almost 19% of these trips originate from Vancouver Island residents followed by 8% of trips are taken by residents of the Okanagan/Similkameen region.

As illustrated in the chart following, the distribution of pleasure travel activity parallels the adult population of each region (Table 2).

Table 2
Trip Origin by Region of Residence

Trip Origin	Percent of Travellers by Region of Residence
Vancouver Island	18.6
Southwestern British Columbia	51.6
Okanagan/Similkameen	8.0
Kootenay Country	3.8
High Country	5.1
Cariboo Chilcotin	1.9
North by Northwest	6.0
Peace River/Alaska Highway	2.1
B.C. Rockies	2.8
Total (Actual)	1,259

Perhaps the most surprising finding is the age distribution associated with this pleasure travel. For instance, the most active travel group among residents of Vancouver Island are adults over 35 years of age. In Southwestern British Columbia, however, more travellers are 18 to 34 years of age, while in the Okanagan/Similkameen, the predominant group travelling are age 55 years or older. This finding has significant implications when consideration is being given to the promotion of British Columbia resident travel.

Table 3
Origin of Pleasure Travellers by Age Group

Trip Origin	Total %	18-34 Years %	35-54 Years %	55 and Over %
Southwestern B.C.	52	59	50	42
Vancouver Island	19	12	23	23
Okanagan/Similkameen	8	5	7	15
Kootenay Country	4	4	3	4
High Country	5	5	5	6
Cariboo	2	2	2	2
North by Northwest	6	8	6	3
Peace River/Alaska Highway	2	3	2	2
Rocky Mountain	3	3	2	4

B. TRAVEL DESTINATIONS

1. Overview of Destinations

In the summer of 1991, 67% of the trips made by B.C. adult residents were made to destinations in the province, while 31% of trips were destined for locations outside of the province.

Summer travel patterns are strongly influenced by proximity. Residents of the more remote regions tend to be less likely to travel outside of the province. Trips originating from regions bordering Alberta are likely to be destined there, while those from the southern regions tend to be destined for the United States.

2. Destinations of B.C. Residents

The majority of trips (79%) taken by B.C. adult residents in the summer of 1991 were to destinations within Canada. Around two-thirds (67%) were destined within British Columbia, while 31% of trips were destined for locations outside of the province.

Alberta was the other Canadian province most frequently visited, attracting 7% of the trips originating in British Columbia Eighteen percent of trips were to destinations within the United States, with Washington the state most frequent destination of trips to the U.S.

Summer travel patterns vary widely by region. Trips taken by residents of the High Country, Cariboo and North by Northwest are more likely to be destined within British Columbia. Relative isolation and the distance to travel to destinations outside of the province may influence the travel patterns of these residents.

Trips taken by residents of the Rocky Mountain and Peace River/Alaska Highway regions are more likely to be destined to Alberta, obviously a result of proximity. Trips destined to the United States are more likely to originate in Southwestern British Columbia, Kootenay Country and the Rocky Mountain regions, with proximity again playing a role in propensity to visit. Trips reported by younger residents (18 to 34 years of age) and those from lower household incomes (under $40,000 per year) are more likely to involve destinations within the province.

Table 4
Trip Destination by Region of Residence

Main Destination	Vancouver Island %	South-western B.C. %	Okanagan/ Simil-kameen %	Kootenay Country %	High Country %	Cariboo %	North by North west %	Peace River-Alaska %	Rocky Moun-tain %
Canada	78	74	83	74	92	97	97	97	74
B.C.	64	64	68	61	81	90	89	61	50
Alberta	8	5	11	9	8	3	4	26	19
Ontario	3	1	1	-	-	-	-	-	-
Other Prov.	4	3	4	4	4	3	2	10	2
U.S.A.	19	21	15	25	7	3	3	3	24
Other Country	3	1	1	-	-	-	-	-	-
Don't Know	0	3	2	-	1	-	-	-	-

3. Regions Visited within British Columbia

The most frequently visited destinations within British Columbia are Southwestern B.C. (35% of trips) and Vancouver Island (22%) followed by the Okanagan/Similkameen (14%).

Many trips have their origins and destinations in the same region. This is particularly true for trips taken by residents who live in the North by Northwest, Vancouver Island, Peace River/Alaska Highway and Southwestern B.C. regions.

The influence of proximity on selection of a trip destination is also demonstrated by the propensity of travel to adjacent regions. For example, trips originating in Southwestern B.C. are likely to have Vancouver Island and the Okanagan/Similkameen as destinations. Similarly, trips which originate in the Okanagan/Similkameen are frequently destined for Southwestern B.C. and Kootenay Country.

Once proximity has been taken into account, the destinations with the greatest appeal appear to be Southwestern B.C., Vancouver Island and the Okanagan/Similkameen. Trips to these destinations are reported by residents of all regions.

The Peace River/Alaska Highway and Rocky Mountain regions are the least frequently cited trip destinations, possibly due to their relative inaccessibility.

ORIGIN AND REGIONAL DESTINATIONS

Percent of Pleasure Trips in B.C. Taken by Residents Residing in ....

	Total	Vancouver Island	Southwestern B.C.	Okanagan-Similkameen	Kootenay Country	High Country ↓	Cariboo	North by Northwest	Peace River /Alaska Hwy.	Rocky Mountain
Total - Actual	**(1,144)**	**(224)**	**(133)**	**(155)**	**(122)**	**(107)**	**(114)**	**(122)**	**(91)** ☐	**(76)** ☐
	%	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**
Main Destination of Pleasure Trip:										
Southwestern BC	35	37	41	33	23	26	23	14	11	19
Vancouver Island	22	51	21	5	6	11	12	5	5	5
Okanagan/ Similkameen	14	6	14	33	17	26	4	4	5	5
Kootenay Country	4	1	2	10	34	2	-	-	-	19
High Country	8	2	8	11	6	29	12	3	-	5
Cariboo	5	1	5	2	-	3	35	8	5	-
North By Northwest	8	1	3	2	-	3	15	60	21	-
Peace River/ Alaska Hwy.	2	-	-	1	-	-	-	6	42	-
Rocky Mountain	2	-	1	2	11	-	-	-	-	24
Other Places Or Not Specified	3	-	5	2	-	-	-	-	5	19

☐ Data based on sample sizes of less than 100 should be interpreted with caution

C. CHARACTERISTICS OF B.C. SUMMER TRAVEL

1. Trip Purpose

Summer travel within British Columbia is stimulated by a wide variety of trip purposes. Most of the summer trips were to visit friends and relatives and to go on outdoor or wilderness trips. However, visiting friends and relatives is probably least affected by seasonality. Mentioned less frequently are personal matters and touring or city trips.

Table 6
Purpose of Summer Travel

Trip Purpose	Main Reason %	All Reasons %
Visit Friends/Relatives	35	40
Outdoors Trip/Wilderness Trip	26	29
Personal Matters	11	12
Touring Trip/City Trip	11	14
Visit Exhibition	6	7
Miscellaneous Sports Events	2	4
Resort Vacation/Vacation General	4	3
To Go to Music '91 Event	2	2
Other Mentions	1	1
Don't Know/Refused	2	*
Total (Actual)	992	992

*Equals less than .5 of one percent

Trip purposes have an impact on destination selection. Trips to the more remote regions are less likely to be made for the purpose of visiting friends and relatives, while trips outside of all regions other than Southwestern B.C. and Vancouver Island are more likely to be for outdoors or wilderness trips.

Single person travel parties are more likely to take trips to visit friends and relatives, while larger travel parties and travel parties which include children or teenagers tend to take trips for the purpose of outdoors activities. In terms of the length of the trip, shorter trips (i.e., one to two nights) tend to be taken for the purposes of going to events

or exhibitions, including Music '91 events, and to visit cities. Longer trips tend to be outdoors or wilderness adventure trips.

2. Time of Travel

Overall, the majority of summer trips reported ended in August or on the Labour Day long weekend. Fewer trips were reported for the months of June and July. The monthly pattern of trips taken is similar for all trips (including those destined outside of British Columbia) and for trips to British Columbia destinations as illustrated in the table following.

It should be noted that trips taken later in the summer period may be overstated for two reasons. Firstly, this data was collected for a maximum of six trips per respondent. Secondly, more recent trips are more likely to be recalled and reported. As this survey was conducted in early September, the August/Labour Day travel may be overstated.

Within British Columbia, short trips of one to two nights are more likely to be taken early in the summer period (i.e., in June or July). Trips of longer duration and those taken by larger travel parties (which include teenagers and children) were more likely to end in August. Trips ending on the Labour Day weekend included a cross-section of trip lengths, but tended to include only adults in the travel party.

Table 7
Monthly Travel Patterns and Destinations within B.C.

Month Trip Ended	To all Destinations %	Within B.C. Only %
June	12	12
July	29	29
August	40	39
Sept 1st to 3rd	15	16
Can't Remember or not recorded	4	4
Total (Actual)	1,659	1,114

3. Trip Length

Pleasure trips taken by British Columbia residents cover a broad spectrum of trip lengths. On average, the trip length to all destinations is 4.9 nights. Many trips (41%) are short trips of one to two nights. A similar proportion of trips are of up to a week's duration, while 16% are of eight nights or longer.

Trips to destinations within British Columbia tend to be shorter, with an average trip length of 3.8 nights. Nearly one-half of these trips were for one or two nights. Around 41% of British Columbia trips are for three to seven nights, while only 10% of these trips are for more than a week.

Residents who report longer average trip lengths are those over 35 years of age, those from households with incomes of $40,000 per year or more and those who have taken only one or two trips within British Columbia during the summer period.

Longer trips tend to be taken by large, family travel parties. Those destined for Southwestern British Columbia tend to be shorter, on average, than those destined to many other regions of the province.

Table 8
Trip Length and Destination

Number of Nights Away from Home	All Destinations %	B.C. Only %
One Night	15	19
Two Nights	26	30
Three Nights	16	18
Four Nights	11	9
Five to Seven	15	14
Eight to Fourteen	11	8
Fifteen or More	6	2
Don't Know or Refused	1	*
Mean** Number of Nights	4.9	3.8
Total (Actual)	1,659	1,114

*Equals less than .5 of one percent
** Mean excludes "Don't know" and "No opinion" responses

4. Party-Size and Composition

The average travel party size on trips to destinations within British Columbia is 3.6 people. Each travel party includes an average of 2.4 household members. Of the 3.6 average people in the party, 2.6 are adults and the remainder are children or teenagers. Trips are taken by a wide range of types of travel parties. Most include from two to four individuals and include one or two adults. It appears that trips with smaller average travel parties originate in the Vancouver Island and Okanagan/Similkameen regions. The average travel party size is around three people. Trips originating in these regions include fewer household members and are less likely to include children under twelve years of age.

Residents who are under 55 years of age and those from family households are more likely to report trips with larger average numbers of people in the travel party, and are more likely to be travelling with children and teenagers than are older residents.

Trips destined to the Okanagan/Similkameen, Cariboo and North by Northwest areas tend to be taken by larger travel parties. These areas, as well as destinations in the High Country are popular with travel parties which include children and teenagers.

There is also a relationship between travel party composition and duration of travel. Residents travelling in larger average travel parties and those with children or teenagers take trips of longer average duration.

Table 9
Party-Size and Composition

Number in Party	Total Travel Party %	Number from Household %	Number of Adults %	Number of Teenagers %	Number of Children %
None	-	-	-	60	66
One	15	32	20	3	12
Two	31	32	56	10	13
Three	12	9	6	3	6
Four	22	17	10	12	1
Five or More	19	9	7	11	2
Don't Know/ Refused	1	1	1	1	1
Mean*	3.6	2.4	2.6	1.7	0.8
Total (Actual)	992	992	992	992	992

*Mean excludes "Don't know" and "No opinion" responses.

5. Accommodation

The forms of accommodation most frequently used by residents while travelling in British Columbia in the summer are staying with friends or relatives (40%) and camping in a camper, trailer or tent (32%). Hotels were used on only 16% of trips and motels on 8%.

Residents travelling on trips to locations other than Vancouver Island and Southwestern British Columbia are more likely to camp, while those travelling to the more remote regions (including High Country, Cariboo, Peace River/Alaska Highway and Rocky Mountain) are less likely to stay with friends and relatives. However, trips destined to the North by Northwest region demonstrate about an average propensity to stay with friends and relatives rather than use commercial accommodation.

Trips which involve camping are more likely to be reported by residents who travel within British Columbia frequently and those travelling on longer trips with children or teenagers.

Younger residents and those from higher income households are more likely to report staying in hotels. Trips where hotels were used tend to be of short duration (i.e., one to two nights) and to be taken by travel parties of two persons.

Residents who report trips where they stayed with friends and relatives tend to be older (over 55 years) and to come from lower income households. These trips tend to be taken by adult travel parties of one to two people.

Table 10
Type of Accommodation

Type of Accommodation	Percentage %
With Friends or Relatives	40
Camper/Trailer/Tent	32
Hotel	16
Motel	8
Resort/Lodge	2
All other Mentions	7
Don't know/Refused	<.5
Total (Actual)	992

6. Mode of Transportation within British Columbia

Automobile is the means of transportation used on the vast majority of summer trips in British Columbia Ferries are used on 13% of trips, while 11% involve travel by motorhome, camper or recreational vehicle.

Automobiles are more likely to be used for trips to destinations in the Cariboo, while those originating from or destined for Southwestern British Columbia or Vancouver Island are likely to include travel by ferry.

Trips taken by one person travel parties are more likely to involve travel by bus or air while larger travel parties tend to travel by automobile, motorhome or boat.

Table 11
Mode of Transportation

Mode of Transportation on this trip	Percentage %
Automobile	82
Ferry	13
Motorhome/Camper/RV	11
Bus	4
Boat	3
All Other Mentions	3
Don't Know/Refused	<.5
Total	992

7. Expenditure Patterns

British Columbia residents spend an average of around $450 per travel party on summer trips to destinations within British Columbia. This average represents a broad range of expenditure patterns with $100 or less being spent on around one-quarter of trips, between $100 and $500 spent on around one-half and over $1,000 being spent on a few (7%) British Columbia pleasure trips.

As would be expected, trips with greater average expenditure tend to be longer trips taken by large travel parties. Younger residents (under 55 years), from higher income households, who travel within British Columbia infrequently and those from the more remote origins tend to report higher average expenditures.

Table 12
Expenditure Patterns

Total Trip Expenditure	Percentage %
$100 or Less	26
$101 - $200	20
$201 - $300	13
$301 - $500	14
$501 - $1,000	11
Over $1,000	7
Don't Know/Refused	9
Average Expenditure*	$454
Total (Actual)	992

*Excludes "Don't know" and "No opinion" responses.

On average, around $58 was spent per person, per night on British Columbia summer trips. Trips with higher expenditures per person-night tend to be those taken by adults travelling in smaller travel parties, and for trips of less than one week. Higher expenditures are also reported by residents who made only one or two trips to destinations in British Columbia in the summer.

Table 13
Trip Expenditure Per Person-Night

Expenditure Per Person Night	Percentage %
$50 or less	67
$51 - $100	15
$101 - $200	5
Over $200	4
Don't Know/Refused	9
Average Expenditure*	$58
Total (Actual)	992

*Excludes "Don't know" and "No opinion" responses.

D. PERCEPTIONS OF PAST AND FUTURE TRAVEL

1. Overall Perceptions Regarding Trip Spending in B.C.

On balance, residents perceive that their expenditure on pleasure travel within British Columbia in the summer period has declined since 1990. Around one-half of residents think that they spend about the same amount during the two summers. More residents believe that they spent more travelling in British Columbia last year (26%) than they did this year, while a smaller proportion (16%) state that they spent more in the summer of 1991.

Segments of residents who are more likely to state that their spending on British Columbia summer travel has declined are residents of the Peace River region, young to middle aged residents and those from family households.

Table 13
Comparison of Trip Expenditures 1990 -1991

Expenditure Comparison	Total %	18-34 Years %	35-54 Years %	55+ Years %	Adults Only %	Family %
More last year	26	34	24	17	20	32
Same	52	43	52	62	57	45
Less last year	16	19	17	10	15	17
Don't Know	7	4	7	11	8	6
Total (Actual)	1,207	431	512	257	672	528

The key reason that residents give for spending more travelling in British Columbia last year than they did this year is that they travelled more in British Columbia last year. A few state that they travelled more overall or that they had more money available in 1990.

Table 15
Residents who spent *More* travelling in B.C.

Reasons for Spending More in 1990	Residents who spent more %
Travelled more in B.C.	64
Travelled more Overall	12
Had More Money Available	11
Due to GST/Inflation	4
All Other Mentions	13
Don't Know/Refused	2
Total (Actual)	335

Similarly, the key reason residents give for spending less travelling in British Columbia last year than they did this year is that they travelled less in British Columbia.

Table 16
Residents who spent *Less* travelling in B.C.

Reasons for spending less in 1990	Residents who spent less %
Travelled less in B.C.	67
Travelled less overall	6
Had less money available	6
Didn't live in B.C. last year	6
Due to GST/inflation	4
All other mentions	13
Don't know/Refused	2
Total (Actual)	201

2. Future Travel Intentions within British Columbia

Over one-half (54%) of residents do not expect to travel in British Columbia while 43% do anticipate travelling in British Columbia in the fall of 1991. Twenty-three percent

plan to make one overnight trip within the next three months, while 19% expect to make two or more trips. On average, residents are likely to take .9 trips per person.

Younger residents aged 18 to 34 years and those who travelled frequently within British Columbia during the summer period anticipate more fall travel within the province, on average.

Table 17
Travel Intentions over Next Three Months

Number of Trips	Total %	18-34 Years %	35-54 Years %	55+ Years %
One or More	43	51	39	36
One or Two	34	38	33	32
Three or Four	5	8	4	3
Five or more	3	5	3	1
No Trips	54	46	59	58
Don't know	3	3	2	6
Mean	.9	1.2	.8	.6
Total (Actual)	1,207	431	512	257

On balance, residents perceive that their propensity to travel within the province in the fall will be about the same this year as it was last year. The majority (63%) state that they will travel the same amount, while nearly equal proportions of residents believe that they will travel more (19%) as will travel less (16%) this fall.

Residents who are more likely to state they will travel more this fall than they did last year are those who live in the less remote regions, those who are younger, those from family households and those who travelled in British Columbia in the summer.

Table 18
Fall Travel Intentions within B.C.

Likelihood of Travel	Total %	18-34 %	35-54 %	55+ Years %
More than last fall	19	27	18	10
Same as last fall	63	56	64	70
Less than last fall	16	15	17	17
Don't know	2	2	2	2

The areas residents most often plan to visit in the fall are Southwestern British Columbia (35%), Vancouver Island (30%) and the Okanagan/Similkameen (14%). Anticipated fall destinations within the province are similar to summer travel patterns; however, Vancouver Island appears to be a more popular choice in the fall, while more remote northern regions are less favoured.

As with summer travel, proximity is an important factor in destination selection, with many residents planning trips within their region or in adjoining areas.

Table 19
Regional Travel Intentions Over the Next Three Months

Area of B.C. Planning to Visit	Residents' Planning Trip %
Southwestern B.C.	34
Vancouver Island	30
Okanagan/Similkameen	14
Kootenay Country	2
High Country	4
Cariboo	3
North by Northwest	6
Peace River/Alaska Highway	2
Rocky Mountain	1
All other Mentions	-
Don't know	3
Total (Actual)	539

3. Future Travel Intentions Outside B.C.

Around one-third of residents plan to travel outside of British Columbia this fall. One-quarter plan to make one such trip, while 8% plan to make two or more overnight trips to destinations other than British Columbia within the next three months. Residents of the more remote regions are less likely to plan to travel outside of British Columbia this fall.

Younger residents, lower income households and residents who travelled frequently within British Columbia during the summer period plan fewer trips outside of the province in the fall, on average.

E. CHARACTERISTICS OF SURVEY RESPONDENTS

1. Profile of B.C. Resident Travellers

Household characteristics differ by the frequency of travel within the province. Residents who have travelled within British Columbia tend to come from larger households containing four or more members. Also, intra-province travellers are typically from higher income households earning $40,000 or more annually.

Resident characteristics also differ by frequency of travel within British Columbia Residents from younger age groups (34 years or less) are more likely to have made three or more trips this past summer.

Southwestern B.C. residents were least likely to travel within British Columbia during the summer, while residents in the North by Northwest region tended to travel frequently within British Columbia during the 1991 summer period.

Table 20
Characteristics and Frequency of B.C. Resident Travellers

	Total %	No Trips %	1-2 Trips %	3 or more %
Gender:				
Female	51	49	56	51
Male	49	51	44	49
Age:				
18-34	38	36	36	51
35-54	33	31	39	28
55+	29	33	25	20
Household Size:				
One person	9	10	7	8
Two-Three	49	50	46	51
4 or more	42	40	47	42
Household Income:				
less than $40,000	37	41	34	30
$40,000 or over	36	30	42	48
Don't know/Refused	27	29	24	22
Region of Residence:				
Vancouver Island	19	19	18	16
Southwestern B.C.	56	59	52	53
Okanagan/Similkameen	7	6	10	7
Kootenay Country	3	3	3	4
High Country	5	3	6	6
Cariboo	2	2	3	2
North by Northwest	5	5	5	10
Peace River/Alaska Highway	2	2	2	1
Rocky Mountain	2	2	2	2

TECHNICAL APPENDIX

TECHNICAL APPENDIX

A. SAMPLE DESIGN

The target population for this study consisted of all British Columbia residents 18 years of age or over. Information on trips taken by children and teenagers under 17 years of age was collected in conjunction with adult travel data.

In order to permit analysis within each of the nine regions, a stratified sample design was employed. Target numbers of interviews were set within each region as follows:

Table I
Target Number of Interviews

Tourism Region	Target Number of Interviews
Vancouver Island	150
Southwestern B.C.	300
Okanagan/Similkameen	150
Kootenay Country	100
High Country	100
Cariboo	100
North by Northwest	100
Peace River/Alaska Highway	100
Rocky Mountain	100
Total (Actual)	1,200

The sample of telephone numbers was drawn at random from a database of current telephone listings for the province in proportion to the target number of interviews within each region. The telephone numbers were modified by raising the last digit of the selected number to allow unlisted numbers and new listings to be included in the sample.

Within each of the households contacted, the individual to be interviewed was selected using the most recent birthday method. This ensured random selection of the individual within the household.

B. DATA COLLECTION

The interviews for this study were conducted between October 1 and 17, 1991. During this period, a total of 1,207 telephone interviews was conducted with British Columbia residents located in the nine tourism regions.

Prior to the main study, a pretest was conducted on September 27, 1991. Client service representatives attended the pretest and conducted personal briefing sessions with interviewers assigned to this study.

All interviewing was conducted from Canadian Facts' Central Location Telephone facility (CLT) in Vancouver, where interviewing is continually supervised and monitored. Up to four calls were made in an attempt to complete an interview with the individual selected for inclusion in the study.

Validation consisted of local CLT supervisors monitoring live interviewing. A total of 14% of interviews was partially or completely monitored. The final disposition of the sample after up to four call attempts is outlined in the following table:

Table II
Sample Frame

Record of Call	Number	Percent
Not in service	1,064	22
Business Number	424	9
No Answer	119	3
Number engaged	3	*
Appointment	34	1
Fourth call not completed	23	1
Quota for area of residence filled	713	15
Initial Refusal	968	20
Respondent chosen by selection process never available	93	2
Language Problem	134	3
Respondent Broke off during interview	74	2
Completed Interview	1,207	25

C. WEIGHTING THE DATA

Prior to producing detailed computer tables, the data was weighted to compensate for differences in the probability of selection within households and within regions. Finally, the data was weighted to adjust it into known proportions by age and gender of the adult population. The purpose of the weighting procedure is to produce data which accurately reflects the populations of the nine regional tourism areas and of the province as a whole.

The weighting was applied in three stages as follows:

- To adjust the data in proportion to the number of households within each of the nine tourism regions;
- To apply weights to account for the probability of selection within the household; and,
- To adjust the data to the known distribution of age within gender using 1986 Statistics Canada Census data.

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